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Mexico

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U.S. TRADE MISSION TO MEXICO



BRADLEY MURRAY, Mission Director

Special assistant to the Director of the Bureau of International Commerce, United States Department of Commerce. Has served on previous missions to Iran, Afghanistan, Chile, Nigeria, Rhodesia-Nyasaland, Burma and United Kingdom.



HARRY AMENTA

President, International Fertilizer & Seed Co.—With over 30 years experience, Mr. Amenta is familiar with the latest processes and developments in canning, freezing, and dehydration of vegetables and fruits. Before 1946 he served with the U.S. Department of Agriculture and the War Production Board.



BERNARD E. COMERFORD

Vice President, Portland Machinery Co.—He has spent more than 30 years in the marketing and distribution of machine tools, metal forming and plastics machinery, pumps, air compressors and electrical machinery. He often has visited Mexico.



MICHAEL J. DEUTCH

Consulting Engineer.—Mr. Deutch is a licensed professional chemical and electrical engineer, with his own consulting engineering practice in Washington, D.C. He holds degrees from the University of Ghent and the University of Brussels. In 1940-41 he was assistant to the General Manager of Mexican Light and Power.



FRED S. WELLS

Vice President, Stevens Adamson Manufacturing Co.—His company manufactures a broad line of materials handling equipment, including transmission, conveying and screening machinery; belt conveyors, elevators, freight car loaders and unloaders, feeders, and vibrating conveyors.



MELVIN A. ZURN

Chairman, Zurn Industries, Inc.—His firm designs and manufactures mechanical power transmissions and controls. He is familiar with all aspects of potential licensing arrangements between U.S. and Mexican firms.



ROBERT G. KEMP, Trade Development Officer

Chief, Trade Development Section, Bureau of International Commerce, U.S. Department of Commerce. Served on last year's Mission to Germany. He is responsible for exploring in detail promising trade and investment opportunities and assuring that they receive maximum distribution to American industry.

1963 TRADE MISSION REPORT ON Mexico

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U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges,
Secretary

BUREAU OF INTERNATIONAL COMMERCE
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New problems, opportunities in Mexico for industrial projects, Trade Mission finds

Stability of peso, and emphasis on industrial development have created market for U.S. equipment; rigid import and loan controls must be studied

By MICHAEL J. DEUTCH,
Consulting Engineer

Mexico, like Canada, has a very special relationship with the United States. Its businessmen know U.S. equipment, and the U.S. way of doing business quite well.

The stability of the peso is assisted to a considerable extent by growing North American tourist expenditures and border trade. Mexican businessmen value highly—and will pay a reasonable premium for—North American processes and machinery.

The development of the Mexican economy has greatly increased the purchasing power of the Mexican people (which was negligible only 25 years ago), and great emphasis has been placed on industrial development.

Mexico is one of the very few countries in Latin America which has avoided currency controls, and it is maintaining the free convertibility of the peso by rigid import controls and by tight checkreins on the banking system and on loans. The scarcity of capital is so great, and the rates of interests so high, that the predominant consideration in a new project is usually the ability of the entrepreneur to raise the money. This difficulty often overshadows the need for market analysis, economic feasibility study, or technical considerations. Large projects of a type that are of interest to many American companies and engineering concerns cannot be financed within the country, and have to be financed from abroad. Some new plants start on a scale that is too small for economic operation, because this is the only size that can be financed.



MICHAEL J. DEUTCH

In attempts to control the balance of payments and to industrialize, the Mexican Government is constantly tightening its import controls, and increasing the list of items which it wants manufactured in Mexico. The realization that the Government will probably close the border or sharply raise tariffs, induces local manufacturers to:

- ① Expand production of these items; or
- ② Associate with foreign licensors or investors to promote new plants to manufacture (under the umbrella of import prohibition or ever-increasing duties) products which were previously imported into Mexico. This they often have to do in short order, without sufficient time to select processes or to do the necessary engineering work, or even without sufficient market analysis.

The Mexican businessman looks for a licensor who will provide him with the know-how, with some investment in machinery (preferably used but well-reconditioned machinery, even at the loss of efficiency, just to reduce his original investment). He definitely prefers U.S.-manufactured machinery, and the U.S. method of installing and testing the equipment.

The recent Economic Plan of the Government of Mexico, submitted to the OAS in accordance with the Alliance for Progress procedure, suggests that emphasis be put on petrochemicals, industrial chemicals, synthetics fibers, plastic packaging, chemical specialties, and local manufacture of industrial machinery and spare parts of all kinds, among other industries.

Automotive activity

The decision of the Mexican Government to insist on local manufacture of 60% of all automotive vehicles is bringing about feverish activity in the field of

components and parts for the automobile industry. This is going to be followed by local manufacture of chemical and plastic materials necessary for further "Mexicanization" of local automobile demand. However, since the present demand is still too small for the number of firms that have already entered this market, parts, components and chemical materials may have to be standardized and manufactured in common for several makes of automobiles. This is bound to create very serious problems.

The segments of United States capital goods industry whose know-how and equipment is sought by Mexicans are not now working at full capacity; in prior years their exports to Mexico were steadily increasing. This trend is now being reversed, precisely when the U.S. balance of payment requirements calls for increased exports. Many American exporters are therefore faced with two difficult choices:

- ① Watching their exports dwindle as a result of the Mexican Government policy; or
- ② Investing know-how, equipment and, perhaps, some money in a small-sized Mexican plant where the U.S. company may have a minority interest in partnership with Mexican investors. The plant is likely to have a manufacturing cost considerably in excess of what the U.S. company would consider acceptable, and this local manufacture will be subject to a considerably larger degree of administrative regulation than is customary at home. This is not an easy choice, but it has been made on a case-by-case basis. If the local plant is going to increase its sales at a very high growth rate, the resulting return on investment may prove as profitable as the old exports.

Box Score

This first U.S. Trade Mission to Mexico operated from February 16 to March 16, visiting Mexico City, Puebla, Monterrey and Guadalajara. The Mission carried 523 business proposals from U.S. firms, 263 of which were presented to 450 Mexican firms. Mission members held 366 individual interviews with Mexican businessmen, which resulted in the development and publication of 91 export opportunities for U.S. firms, 39 opportunities to import Mexican products and 140 opportunities for license, joint venture or investment in Mexico.

more capable and more persistent than those of the export departments of our United States firms.

On the other hand, North American engineering and manufacturing firms have three great advantages:

- ① Deliveries are much shorter;
- ② Scheduling and smoothness of construction and installation is top-notch; and
- ③ Know-how and the quality of equipment is most highly regarded. If the U.S. can adapt export financing and make sure that the people sent out have knowledge of, and ability to blend into, Mexican conditions, the U.S. will be able to compete.



MISSION INTERVIEWS: Left foreground, Glibert Larson, commercial attache at the American Embassy in Mexico City; rear, B. E. Camerford interviews two Mexican businessmen interested in U.S. trade.

United States chemical process, engineering design and construction firms have enjoyed a good market in Mexico. They have built the refineries of Pemex, the steel and fertilizer plants, and shared in supplying the equipment needs of the mines and smelters. U.S. firms are now facing severe competition from European and Japanese engineering firms who have comparable know-how to offer, and in addition enjoy three advantages:

They are accustomed to design a construction on a smaller scale than we are in the United States; and

They can secure private export financing (or guarantees from their government or central banks) on better terms, and with less red tape, than we can in the United States. In Mexico, where capital is so scarce and so expensive, this is a significant advantage, and many instances were cited to the Mission of generous credit terms offered or extended by European suppliers. Most of these, for lack of supporting evidence, had to be regarded as no more than rumors. But the Mission was able to determine, on the basis of documentary proof or independent check through a reliable banking institution, that the following terms have been offered or extended:

① by a private French bank, eighty per cent of the cost of all French-made equipment, over an eight-year term at 6½%, with the French manufacturer paying the bank a sales commission of 5%;

30% of local construction costs (including the cost of equipment purchased in Mexico); the guarantee of a Mexican Government agency is required; equipment cost of local construction costs at 6½%; the guarantee of a Mexican Government agency is required on this portion of credit;

② by a private Belgian bank, seventy per cent of the cost of the equipment, over a ten year term at 6½%; the guarantee of a Mexican Government agency is required;

③ by a private Dutch bank, 80% of the cost of Dutch-made equipment, and 70% if from another part of European Common Market, over an 8 year term at 5.7%; no guarantee required on such purchases; 45% of foreign

④ by a German manufacturer, seventy per cent of cost of German-made equipment, over a term of eight to nine years at 6½%, subject to an eighteen month moratorium on interest charges, and ten per cent of the cost of local construction costs; no guarantee is required.

European and Japanese manufacturers are very foreign minded, because such an important part of their markets lies in foreign lands. Their salesmen are often

The Mission was contacted by a large number of small businesses anxious to promote local manufacture of chemicals, either in the expectation that the Mexican Government will prohibit the importation of these chemicals, or because it is "easier to borrow for a new plant than to finance sales, or working capital." Many of the chemical plants set up in Mexico under such rationale are of exceptionally small size and produce at extremely high costs.

In assessing the possibilities of exports of know-how, plant and equipment to Mexico, it should be borne in mind that the rate of growth of the Mexican economy is more rapid than that of the United States economy (GNP). The compound rate of growth of the Mexican chemical industry, and of the related industries, is incomparably higher than anything now witnessed in the United States. Even though this rate of growth starts from close to scratch, a compound rate of growth of about 22% brings production of a new enterprise up to a much more impressive size.

Among the specific plants outside the chemical field which may require large quantities of American know-how, licensing, engineering design, and heavy process and fabrication equipment, might be listed:

- ① An additional dacron synthetic fiber plant;
- ② A large and modern cannning plant;
- ③ Another modern cement plant;
- ④ A modern manufacture of various packaging materials;
- ⑤ A modern ball-bearing manufacturing plant for the joint needs of the automotive industry.

Mexican metalwork industry develops under high tariffs

Machine tool market a good prospect as import restrictions force manufacturers to expand capacity and diversify

By BERNARD E. COMERFORD

Vice President, Portland Machinery Co.

Medium and heavy industry in Mexico are being built up under forced draft by means of powerful incentives offered by the Government, in the form of import restrictions and high tariffs.

An important aspect of these inducements is that they have the effect of encouraging, indiscriminately, almost all lines of production of industrial equipment and materials. Manufacturers, ranging in size from the largest, employing hundreds of people and operating in facilities covering many acres, down to the smallest one- and two-man shops in sheds the size of a one-car garage, all have the problem of deciding just which of countless products might be best suited to their facilities.

What is happening in the metalworking industry may be illustrated by the following example:

A manufacturer of metal files and rasps has found himself with a protected market because of a cutting-off of imports. He approached the Trade Mission in the hope that he might be able to interest one of the U.S. manufacturers—whose Mexican market had now been cut off—in a licensing arrangement whereby he could avail himself of know-how or a joint venture. The Mexican manufacturer knew that although his product was acceptable it still did not come up to U.S. standards, so he was willing to pay for the technical assistance he could receive from a quality U.S. manufacturer.

A license would not be the ideal solution, however. Because of the tightness of credit it would be difficult or impossible to expand, even in this situation where the manufacturer's reputation and his credit background were excellent and chances of success were almost completely assured. Thus a joint venture, with the U.S. partner also contributing

capital, would make an excellent business opportunity for a U.S. firm wanting to expand and willing to invest.

Capacity, quality inadequate

A manufacturing firm is perhaps the first to realize that its capacity is inadequate and that there is a real need to enlarge its plant facilities. Lack of manufacturing capacity, however, also is felt by other facets of this particular business. For example, a mill supply firm which has been relying on imports from the U.S. may discover this source is no longer available. As the Mexican businessman's most characteristic attitude is alertness to opportunity, with the corollary that he is accustomed to conducting several businesses at once frequently in unrelated fields, it is natural that he should have an interest in manufacturing files and rasps. In addition, a manufacturer's representative dependent for all or part of his income on his distribution of files might be a third interested party.

This story is repeated in almost every phase of metal manufacturing, more or less complicated by the fact that the one protected manufacturer not only may not have sufficient capacity, but frequently his product lacks quality control. Not only do the channels of trade see the need for additional facilities; the need is felt also by ultimate consumers forced to use an inferior product.

The great bulk of interviews conducted by the Mission in the metal working field came from manufacturers, manufacturer's representatives or distributors, retail merchants, and ultimate users. The rasp and file manufacturer's situation is an actual one. Interviews with firms like the hypothetical mill supply house generally followed the same pattern; however, the ability of such Mexican firms to succeed in a venture would vary. If already engaged in manufacturing allied or similar products, such firms might have a technical background for success. On the other hand, almost all the manufacturer's representatives or distributors interviewed lacked a full understanding of the problems involved.

Auto components

A special problem is developing in the automotive industry, as a result of the recent announcement by the Mexican Government that at least 60% of the components of any automobile sold in Mexico must be manufactured in Mexico. As the industry in the past has been largely one of assembly, the immensity of this conversion is staggering. Because of the publicity accorded this regulation, there has been an interest on the part of almost every metal manufacturing firm as to just how it might fit into this picture.

As these are all people with shop experience, they realize some of their limitations and are eager to manufacture an already developed product rather than attempt to develop new lines of their own. They often feel their facilities are adequate for going right into production from the working drawing; however, they realize the value of availing themselves of tooling, jigs and fixtures, and dies that have been developed at great cost and could be used on loan in Mexico and returned to the U.S. Such firms are excellent prospects for licensing arrangements with U.S. firms that have been supplying the automotive industry replacement parts and accessories.

Machine tool market

Many firms with plants well adapted to their own manufacturing lines realize that to expand into the automotive field will require increased capacity or purchase of entirely different tools. This should present an excellent market for the U.S. machine tool builder. Throughout Mexican business history noncompetitive manufacture has been prevalent. Although many shops built in the last few years use all new equipment, they are in the minority. The majority of shops—even some of the best—are equipped, at least partially, with machine tools 40 or more years old. These tools have been kept in use because their purchase requires the lowest capital investment and also because of the idea of "getting by"—competitors generally have had old equipment. As competition increases, these outworn machines will be replaced with modern tools having the necessary power and feed ranges to meet the more modern requirements.

It is a disappointment to see modernly equipped plants filled with European tools—with perhaps one or two tools of U.S. origin among forty or fifty. This is true in plant after plant, and has almost come to be the accepted way of equipping the modern shop. What is the reason? Do Mexican buyers believe that European tools are superior? No. On the



B. E. COMERFORD

contrary, most are perfectly willing to admit the superiority of the U.S. tools. They are also quick to point out that it is a real advantage to be able to buy close to home. Shipping is cut down. Communication between purchaser and supplier is quick, and service and repair parts are readily available. These advantages can often be translated into actual dollar value.

In spite of this, the answer is that buyers often cannot afford U.S. tools. They realize, however, that this is a short-range answer based on the tight money supply—traditionally the U.S. machinery builder has been the leader in the Mexican market, with little outside competition.

While there is no denying that on the whole European tools are cheaper, in some instances by as much as 30 or 40%, there is also no denying that U.S. tools are heavier, more rigid, more powerful, generally more precisely built, and capable of a higher production rate. Yet, the European tool is often considered heavy enough for the requirement—an other instance of "getting by."

The U.S. machine tool builder—more precisely builders of the standardized tool-room, maintenance and light-manufacturing tool—has not followed the market as closely as he could. There are many reasons why it is difficult or economically unsound to design a complete new line of tools for a market which is certainly not to be compared with the automotive market in volume. Production of most machine tools is on a limited basis, and design changes are almost always expensive; however, European builders have taken advantage of this situation, not only in Mexico, but in the U.S. as well.

Credit terms

There are other reasons for the break-away from U.S. tools. One of the most often given is that the European builder offers much more liberal terms than does the U.S. builder—frequently, credit periods of from 3 to 5 years. Almost without exception, those who gave this reason expressed astonishment that these same terms can be extended by a U.S. exporter, with the assistance of the Foreign Credit Insurance Association.

The most serious indictment is an apparent inadequacy in what has long been our traditional strong point—the aggressiveness of the U.S. salesman. It may be that there has been less deterioration of U.S. sales effort than there has been growth in the sales effort and distribution methods of the European builders. The statement of the president of a large

Mexican valve manufacturing plant, however, is quite typical. This particular plant has purchased over \$1 million worth of machine tools—principally standard turret lathes, boring mills, and similar equipment—over the past 5 years. All were of European origin; and the president of the company says that, to the best of his knowledge, they were not called on by a single salesman offering U.S. machine tools!

While our distribution system has apparently been withering, the European builder has been acquiring a network of such proportions that every industrial city in Mexico now has dealers carrying in stock many common machines, such as lathes, shapers, millers, upright and radial drills, apparently on a strictly consignment basis in some instances and with extended terms of payment in others. These dealers also receive a much larger sales commission from the European builder, which helps to woo away those dealers and salesmen who at one time

might have been selling only U.S. built machines. This story, repeated time after time in Mexico City, Monterrey, and Guadalajara, means only one thing: If we are to regain this market, we must have a much better understanding of it than is apparent at present. This means not only a knowledge of the customers' requirements in the machines proper, but also of the necessity for extending credit.

So far, U.S. tool standards are unchallenged in the high production manufacture that has come to be synonymous with the automotive parts industry. Our high production line machines, multiple and single spindle, automatics, and tracer controlled tools, are known and respected wherever this type of machine is required; but already the Mexican businessman who will be buying such equipment in the next few months is thinking in terms of what Europe has to offer. It is not too late to change the trend, but action must be immediate, and on an "all out" basis.

Mexico offers sales chances for U.S. machinery; local businessmen prefer U.S. ties

Free World competitors make determined bid for share of market; Mission recommends joint ventures furnishing U.S. know-how; many investment openings begging for capital

By FRED S. WELLS,
Vice President, Stevens Adamson
Manufacturing Co.

and MELVIN A. ZURN,
Chairman, Zurn Industries Inc.

Import restrictions affect the export of U.S. machinery and processing equipment to Mexico, but such U.S. products are being shipped to Mexico, and will continue to be exported if manufacturers take advantage of all their opportunities.

Our Trade Mission found Mexican businessmen friendly. They usually prefer doing business with the U.S., rather than with a European or Asian country.

They realize their many common interests with their U.S. counterparts—more so now than ever before.

The average businessman or his family may have visited the U.S. and often his children are sent to school there. His thinking is more on a North-South basis rather than East-West. He is familiar with U.S. industrial equipment and many of his processing plants have been designed, equipped and built with the help of U.S. technical knowledge, experience and ideas. He needs this know-how based on many years of experience. He can employ technical personnel with good educational background, but he cannot suddenly acquire 50 years of experience.



FRED S. WELLS



MELVIN A. ZURN

The Mexican businessman realizes that equipment furnished from the U.S. is only hours away from his source of supply and that expert advice and spare parts are close at hand, thus reducing production shut-downs to a minimum.

The Mexican economy has grown rapidly, and all indications are that it will continue to do so. Industrial development and purchasing power should continue to increase; the rate of growth is greater than that of the U.S. Great strides are being made in practically every category of industrial, commercial, banking and professional activity, with great emphasis on achieving an integrated economy. The Mission found a great desire on the part of businessmen to associate with and adopt U.S. products and business methods, in preference to the products and services which are being aggressively promoted by the United Kingdom, France, Italy, Japan and West Germany. The number of countries making strenuous efforts to participate in the Mexican market reflects the rapidly expanding nature of the economy, and these efforts have met with considerable success.

The Mission often heard about the financial terms offered by other countries, and U.S. manufacturers should contact the Department of Commerce or his own bank for information on export credit facilities. Too often businessmen don't realize the help that is available.

Capital is scarce for private undertakings in Mexico, and interest rates are much higher than U.S. rates, so financing is important.

There are a great many U.S. companies successfully operating in Mexico; there are also a considerable number of license agreements and joint-ventures between Mexican and U.S. firms.

The Mexican Government's policy of accelerating the development of the economy, has caused severe restrictions on the importation of many finished goods. Thus, U.S. concerns desiring to expand their markets in Mexico may wish to consider joint-ventures or license agreements with responsible Mexican firms. Many of these are equipped with manufacturing facilities or sales and distribution staff, or both.

There are many high caliber companies in Mexico, and the Mission brought a number of such firms into contact with U.S. counterparts. Specific opportunities for U.S. firms, all of which have been developed by a Mission Member, wish for the manufacture of:

Food processing equipment; air-conditioning and ventilating systems; refrigeration equipment and display counters; petro-chemical products; ethical drugs and pharmaceuticals; detergents, deodorants and disinfectants; polishes and waxes; enamels and lacquers; plastic products, extrusion and injection; hand tools; automotive accessories; radio and television components; animal feeds; and fertilizers.

However, some U.S. companies in Mexico have found difficulty obtaining fabricated steel, castings, forgings, fasteners and other finished parts of sufficiently high quality from within the country. High quality is necessary to permit these companies to produce parts which will be interchangeable anywhere. It is also necessary to maintain their reputations and give their customers machinery which they can operate at a profit.

A great deal of technical assistance is needed in Mexico, and it has been suggested that U.S. manufacturers explore this possibility first, by offering technical assistance to a manufacturer with a good basic business. Such an arrangement, on a joint-venture basis providing for the capitalization of this know-how, presents a starting point. Later the U.S. company might invest money, machinery, or more know-how for a larger share of ownership, and in this way develop sources and supplies capable of producing quality equal to the best U.S. manufacturing operations.

Among many Mexican manufacturers, the Mission found little interest in higher quality levels as long as the products of the present manufacturing processes can be sold. It is a simple economic fact that producing low-quality materials is a tremendous economic waste for everyone concerned, and the U.S. manufacturer has an opportunity here if he is interested.

New enterprises will face the question of ownership. The official policy is that new ventures with foreign capital should have at least 51% Mexican participation. Each case is considered separately, and there are exceptions. The labor supply in Mexico is good, and Mexican workers are capable.

As noted above, capital is scarce and very high interest rates prevail in Mexico. It is possible to secure favorable returns on loaned or invested capital, with adequate guarantees to minimize risk. Many first-rate investment opportunities are literally begging for capital, and it is often possible to ascertain where such oppor-

tunities exist by contacting reputable banking institutions in the country, as well as other sources, including the U.S. Department of Commerce.

For the business opportunities which the Mission developed—and each of these has been discussed and analyzed by a Mission Member—direct contact can easily be established, at first by mail. As interests unfolds, personal contact can follow either in Mexico or the U.S.

U.S. businessmen too frequently assume that doing business in a foreign country is the same as in the U.S. Nothing could be further from the fact. Our Free World commercial competitors are putting tremendous personal sales effort into Mexico, a country where they desire to make commercial penetration, while there is a great lack of such effort over a wide spectrum of U.S. industry.

The Department of Commerce is making an extensive and expanding effort to acquaint U.S. business organizations with the methods and channels of foreign trade. Firms which are not now dealing in foreign trade and are reluctant to venture into it because of lack of knowledge, can avail themselves of the services their Government has in daily operation, tied in with the Commercial Attachés in U.S. Embassies throughout the world, by contacting the nearest Field Office of the U.S. Department of Commerce.

With only about 4% of all U.S. manufacturing firms regularly engaging in foreign trade, it seems clear that a vast cross-section of small and medium business operations whose annual sales volume falls within the range of \$1 million to \$25 million are totally out of touch with possibilities for expanded sale of their products.

Within this segment of industry many unique and highly desirable products are manufactured and offered to the U.S. trade, but little or no effort is made to reach for the vast potential of added volume in foreign fields.

Perhaps the greatest problem between U.S. and Mexican businessmen is the lack of communication. This first U.S. Trade Mission to Mexico has tried to improve communications, but there is much to be done, and other means should be found to improve the situation.

Four major problem areas noted in Mexican industrial chemical field by engineer

Fastest growing and least explored market in Mexico reported to be the small business field; market surveys and 'project packages' needed

By MICHAEL J. DEUTCH

Consulting Engineer

In the field of industrial and other chemicals, the major problems for U.S. business in Mexico fall into 4 main categories:

① The large United States exporters of potash, phosphate rock and other heavy chemicals which are not as yet produced in Mexico. These exporters, until now, could dictate their terms and did not feel the full pressure of outside competition because of established trade channels and recognized quality;

② The United States exporters of pharmaceutical drugs and specialty chemicals. Such firms have been doing well in this field, particularly where the varieties of brands and formulations, and the size of the demand for each in Mexico, made it difficult to justify a local plant. As French, German, Swiss and Italian pharmaceuticals become better known in Mexico, and their manufacturers go to better credit terms (as high as 180 days from arrival at Veracruz) competition is going to become more serious;

③ A considerable amount of petrochemical engineering and construction work has been done by the large North American engineering firms (principally for Pemex and other well-financed instrumentalities of the Mexican Government). This has resulted in large exports of heavy machinery and metal fabrications from the United States. In the United States at the present time, petroleum refinery expansion and new investment in chemical construction are insufficient to pick up the slack of idle drafting-room capacity and of large specialized metal-working capacity. It is therefore vital for the United States to keep its position in the Mexican market. Unfortunately, we do not have a monopoly on petrochemical know-how. The Europeans are licensing good processes

and are exporting sulfuric acid plants, catalyst plants, and other chemical projects and machinery on terms of credit that are considerably more liberal than ours;

④ There is a variety of industrial chemical reagents, catalysts and additives which are being exported by firms in the United States to private firms in Mexico. As demand for these chemicals in Mexico increases, so will our exports. Ultimately some nimble American exporters will go into joint venture agreements with their Mexican distributors, and produce the products in Mexico, if for no other reason than to forestall a similar move by their European or Japanese competitors.

U.S. sales management, generally accustomed to serve large markets, naturally gravitates around the largest purchasers in Mexico, i.e. Comision Federal de Electricidad and Pemex, apparently ignoring the fact that the fastest growing and untouched market lies in meeting the needs of small private Mexican businesses and enterprises.

American vendors should realize that Mexico has well educated and sophisticated engineers, familiar with our mentality and our terms of trade. They can make a comparative evaluation of bids and of performance. Where they need help is in "wrapping together a project package," i.e., in making rapid preliminary economic and technical feasibility surveys and in analyzing possible markets (their own domestic market, as well as potential exports to the Latin American Free Trade countries) and in making a general financial blueprint.

Mexico is well along the road to industrialization, with particular emphasis on chemical and other transformation industries. American chemical ventures here are advisable only in certain priority sectors of the economy, in smaller sizes, and with proper Mexican partners only, selected for their domestic acceptance.

Personal Sales

U.S. export sales can be stepped up only by very intensive personal sales, by liberal and highly sophisticated terms of credit. They will require an amount of initiative, hard work and tactful but persuasive selling that can be interesting only to those who have experience and judgment in the complex facets of Latin America of today, as well as a deep technical knowledge of the field.

With the exception of those in the Guadalajara area, the Mexican businessmen and entrepreneurs we met evinced primary interest in credit terms, low cost machinery, and the possibility of prompt local manufacture under the umbrella of high duties, rather than in quality of product. This may handicap the new Mexican manufacturers, if and when they attempt to market their goods in LAFTA.

In the field of pharmaceuticals and proprietary drugs, there is little likelihood for further increases of United States exports to Mexico, except for those drugs where the complexity of formulation and manufacture makes Mexican production impossible. European drug houses are well introduced in Mexico, and can be counted upon to promote local manufacture (from some imported raw material) of competing preparations. In the field of cosmetics and regular drug supplies, much is now packaged in Mexico, and more will be under increased Government pressure.

The field of "primary manufacture" of petroleum, which is reserved by law for PEMEX, presents the probability of the construction of the following plants:

Butadiene; Styrene and Polystyrene; GR-S Rubber or Cis-butadiene Rubber; Separation of methane paraxylene to produce a raw material for Dacron-type fibers; Ethylene oxide; and Propylene.

In the field of "secondary manufacture" of petroleum derivatives, open to private industry:

Caprolactum; Amophos; and Phosphoric Acid and Triple Super Phosphate.

In the field of general chemicals: Oxygen Units; Industrial Solvents; Lacquers and Paints; and Plastic Coatings.

Modernization can help Mexico boost food processing

Equipment, know-how needed to satisfy big potential market

By HARRY AMENTA

President
International Fertilizer & Seed Co.

The food-processing industry in Mexico is small relative to the size of the population (36 million) and the opportunities for sales of food specialties in the United States.

Frozen shrimp and strawberries are packed for shipment to America, but neither frozen food nor freeze-dry products are generally available for consumption in Mexico.

Probably less than 100 food-processing plants are in operation, including those whose output is entirely dedicated to export to the United States. The comparatively low level of development of this industry is probably a reflection of the low average-per-capita income. An electric refrigerator is comparatively expensive and very few are equipped with frozen food compartments. But with rising incomes the industry should develop. Faith in the future of the Mexican market for processed foods has been demonstrated by 8 major American food processors, who have established operations here.

Old and new

One of the oldest and largest food-processing plants in Mexico, founded in 1887, processes and packs over 100 items; 40% of its pack is chili peppers. Although it is well integrated, with tin-can-making equipment, engraving and lithographing machinery, it still packs peppers by hand. This plant uses its engraving equipment to print playing cards, and manufactures vinegar, confetti, and various calibers of buckshot for ammunition.

By contrast, some new food-processing plants might be the envy of similar establishments in the United States. A

private meat-packing plant in Guadalajara is an example. This plant has the latest equipment and the layout is very functional. It is spick-and-span—from the cattle pens, killing-floor, and boning department to the processing of the by-products. All employees take showers before entering the plant proper. All water used is chlorinated.

This firm sent its first shipment of beef carcasses by refrigerated truck to the United States very recently. This will be followed by shipments of frozen boned-beef packed in export cartons containing 40 lbs. net. Daily plant capacity is 140 animals, but provision has been made for expansion as needed.

Outlets

Food-processing plants desire export outlets, particularly in the confection, canned goods, bakery goods (other than bread and cake), and fresh fruit and vegetable lines. Some have already established such outlets, and many are anxious to do so, particularly in the United States. A firm manufacturing shredded coconut—which previously utilized its production in a subsidiary bakery operation—has now increased production and seeks export outlets.

It was noted that several processing plants fail to capitalize on waste materials by converting them into by-products. A fish cannery was dumping 3 to 5 tons per day of fish heads, offal, and inedible fish. A citrus-processing plant should be

able to dehydrate the peel for cattle feed. Several sugar mills have indicated interest in utilizing bagasse for making paper pulp, or for cattle feed after admixture with the molasses they produce.

In the agricultural field, there appears to be a marked desire for further expansion in output of winter vegetables. The late freeze in the United States gave impetus to these products, and quite a profitable operation was enjoyed by many. The citrus industry, and particularly limes, participated in a good market also due to the freeze.

Copra

It is understood that restrictions on export of fats and oils have been lifted by the Government because Mexico is now self-sufficient in these products. This enables the coconut-processing industry to make quantities of copra available for export.

With tomatoes plentiful, many cannery plants pack tomato products. One such product is a tomato puree, but it is noted that no cannery plant manufactures tomato paste. A large new soup-manufacturing plant reportedly requires huge quantities of tomato paste for its operations, but the industry has not been able to meet its standards and requirements.

One firm claims to have perfected a process for packing avocado paste which will not discolor while packed. The samples were promising, and the firm is now looking for outlets. This product should be very popular in the United States.



COMMERCIAL LIBRARY & OFFICE: Melvin A. Zurn discusses a business proposal with a prospective new customer in the Trade Mission's office in Mexico City, which was lined with books and catalogues.

Sugar

The sugar industry is prospering. Mexican consumption in 1962 showed a 6% increase over 1961, bringing per capita consumption up to 72 lbs., as compared to 95 for the United States and 37 for the world-wide average.

Mexico will produce an estimated 1.75 million short tons of sugar in 1963. At a recent meeting of the National Sugar Producers Union, plans were discussed to increase the capacity of the 70 Mexican sugar mills to meet the expected increases in demand. An estimated \$10 million will be expended to purchase all the required new equipment for this program, and steps are being taken to arrange credits to cover these expenditures.

Sugar is the third largest agricultural

industry in Mexico, and an important segment of the economy. The industry prefers to buy its machinery requirements in the United States because of the reciprocal obligation it feels for the large quantities of sugar being shipped to North America.

Prospects

There appear to be many pros and cons regarding the establishment of business in Mexico by United States firms. The adverse factors most often mentioned are import controls, the Mexicanization policy, high interest rates, and Government regulation of industry and commerce. There is a good potential, however, in this country of rapidly expanding population.

In many interviews and meetings with businessmen, bankers, and commercial organizations, the most disheartening subject brought to our attention was the lack of aggressiveness and interest, and poor salesmanship on the part of U.S. firms. Millions of dollars worth of machinery and equipment have been purchased from other countries which could have come from U.S. firms. It was also pointed out that American equipment is preferred, although too often the terms offered by other countries were more attractive. In some instances, the terms quoted to us could have been easily met if U.S. firms had been aware of the competition, and of the help that is available for financing export credits under new arrangements set up by the Export-Import Bank.

Leads for Exporters

021 Noncommercial Farm Products

Exporter desires association with U.S. produce firms to act as representative to secure agricultural products in Mexico for distribution in U.S.; Alfredo Naveda, Hidalgo Poniente 229-A, Toluca, Edo. de Mexico. I.R.-212.

203 Canning, Preserving Fruits, Vegetables

Shredded coconut packed in polyethylene bags; Comercial de Occidente, S.A., Pedro Moreno 633 Dept. 2, Guadalajara, Jalisco. I.R.-305.

Processor of dried chile wishes to sell dried chile on a sample basis, usually packed in 80 kilo bags; Salvador Villanueva Veytia, Av. Colón 115, Desp. 402, Guadalajara, Jalisco. I.R.-326.

204 Grain Mill Products

Feed additive manufacturer desires to represent line of mixed feeds for concentrates. Prefers utilizing meat and bone meal as ingredient. Also interested in related lines such as pharmaceuticals for livestock, etc.; Harinas y Concentrados, S.A., Calzada Tulyehualco No. 27, Mexico, D.F. I.R.-322.

207 Confectionery, Related Products

Hard candy and peanut and almond brittle with special pack if required; Gaspar Hnos., S. A., Zacatecas Sur # 590, Guadalajara, Jalisco. I.R.-319.

Manufacturer of chocolate products (candy bars) desires sales in U.S. Will package to suit distributor or buyer; Chocolates Domínio, Santa Mónica 879, Guadalajara, Jalisco. I.R.-258.

208 Beverages

Exporter and processor of limes, desires market or outlet for fresh limes and lime juice. Also desires joint venture in processing limes for juice and essential oils. Asociación General de Agricultores del Estado de Colima, Medellin No. 80, Tecoman, Colima. I.R.-328.

Manufacturer of soft drinks seeks supply of soft drink fruit bases. Also desires joint venture with U.S. firm to help firm's expansion program; Embotelladora Kist de Guadalajara, S.A., Av. Las Américas 455, Guadalajara, Jalisco. I.R.-299.

229 Textile Goods

Tarpaulin and cloth filters; Lonas El León, S.A., 13 Sur 2706, Puebla, Pa. I.R.-288.

236 Girls', Children's, Infants' Outerwear

Fancy embroidered children's dresses to specialty stores; Isabel Camarena de Martinez Rivas, Vidrio 963, Guadalajara, Jalisco. I.R.-255.

238 Miscellaneous Apparel

Manufacturer of henequen products, particularly handbags and hats, desires outlets in U.S. Product used is pressed henequen in attractive shapes with appropriate catches on handbags; Francisco

Balseca S.; Comerciante en General, Maximino Avila Camacho con 10 Oriente, Tehuacán, Puebla. I.R.-211.

251 Household Furniture

Manufacturer of custom made furniture desires contact in U.S. to handle line with interior decorators and furniture distributors; Maderas Artísticas, S.A., Privada Rancho de la Cruz No. 40, México, D.F. I.R.-214.

266 Building Paper, Building Board

Manufacturer of cardboard and fiber roof sheets interested in processes for fireproofing cardboard for use as roofing material; Techados Monterrey, S.A., Aptdo. Postal 798, Carretera a Reynosa 601 Oriente, Monterrey, N.L. I.R.-315.★

281 Industrial Chemicals

Importer of industrial chemicals in rubber field interested in exclusive agency for stearic acid and aluminum powder for pyrotechnic use. Also interested in agency for importation of ethylene glycol; Productos Químicos Agrícolas e Industriales, Hidalgo 1768, Guadalajara, Jalisco. NCIA. I.R.-345.

Manufacturer of industrial non-metallic minerals and pigments interested in agencies or license agreements for chemical products for painting, foundry, oil and paper industries. Also powders for abrasives industries; Adhesivos Plásticos S.A., Revillagigedo No. 95, Mexico 1, D.F. I.R.-215.

Large chemical manufacturer looking for exclusive agency in Guadalajara for U.S.-made sodium bichromate, potassium bichromate and caustic soda. Interested in practically every industrial chemical of which there is great shortage in Pacific Region of Mexico, and which are not manufactured in sufficient quantity in Mexico; Industrial Nacional Químico Farmacéutica, S. A. de C. V., Calle Pichón 223, Col. Morelos, Guadalajara, Jalisco. I.R.-330.

Wholesaler of various chemical products interested in exclusive import agencies for bathroom ceramics, equipment for salvage and reprocessing of chemical wastes, and chemicals for septic tanks; Recuperadora Nacional de Materias Primas, S.A., Tepatitlán 71, Vallarta Pte., Guadalajara, Jalisco. I.R.-276.

Chemical engineering firm seeks agencies or licenses for local production for electroplating supplies and chemicals; Laboratorio Químico Industrial, Arteaga Oriente 1539, Monterrey, N.L. I.R.-168.

282 Plastics Materials, Synthetic Resins, Rubber, Other Manmade Fibers

Manufacturer of industrial solvents, bonding agents and adhesives interested in importation of special resins like carboxymethyl cellulose, polyvinyl acetate and monomer for textile finishing and polyurethanes for manufacture of foam rubber; Industrias y Máquinas, S. A., Pichón 326, Col. Morelos, Guadalajara, Jalisco. I.R.-273.

283 Drugs

Industrial consultant firm wants agencies for veterinary drugs and medicines and cosmetics; Consultorio Técnico Industrial, S. de R.L. de C.V., Zuaiza Sur 919, Despachos 306-310, Monterrey, N. L. I.R.-166.

284 Soap, Detergents, Cleaning Preparations, Perfumes, Cosmetics

Manufacturer of hygienic products interested in making aerosol atomizers looking for know-how from U.S. to manufacture locally or an exclusive agency; Productos Higiénicos Nacionales, S.A., Parroquia 420, Guadalajara, Jalisco. I.R.-230.

286 Gum, Wood Chemicals

Manufacturer of doors and window sashes desires wood treating equipment for protection against termites and other insects. Also desires joint venture with U.S. firm with know-how to manufacture wooden kitchen cabinets and other mill work for housing on assembly line basis; Cia. Mexicana de Maderas, S. A., Zuazua 915 Nte., P.O. Box 1106, Monterrey, N.L. I.R.-241.

287 Agricultural Chemicals

Analytical chemical reagents for specialized laboratories; Gonzalo A. Guerra, Paraguay No. 65, Guadalajara, Jalisco. NCIA. I.R.-359.

Importer of seed for farm use interested in importing all types of agricultural products such as fertilizers, feed additives, herbicides, and fungicides; Semillas Nacionales, S. A., Czda. J. Jesús González, Gallo 1564, Guadalajara, Jalisco. I.R.-302.

306 Fabricated Rubber Products

Rubber balls, sizes 4", 5", 6", 7", 8", 10", 12", 15". Various kinds of decorations; Industrial Hulera del Oeste, S.A., Calle 8 de Julio 770, Guadalajara, Jalisco. WTD 3/8/61. I.R.-229.★

307 Plastic Products

Sales agent and representative wishes to represent U.S. manufacturer of plastic articles such as card cases; Rafael Preciado Estrada, Calle Madero 1019, Guadalajara, Jalisco. NCIA. I.R.-355.

Manufacturer of chemicals wishes to purchase waste plastics for reprocessing. Also seeks U.S. know-how to manufacture household chemicals; Cámara Sanchez, S.A., Edificio Lutecia Desp. 227, Guadalajara, Jalisco. WTD 3/9/60. I.R.-323.

313 Boot, Shoe Cut Stock, Findings

Shark skin leather, specially processed. Samples available upon request; J. Manuel Fernández de Castro, Galeana No. 180-108, Guadalajara, Jalisco. I.R.-307.

314 Footwear

Mexican shoe manufacturer wishes to sell shoes including leather, rubber soled, loafers, men's dress and sport shoes, ladies' and children's shoes; Gonzalez Calderon, S.A., Paseo de la Reforma 234-301, Mexico 7, D. F. I.R.-208.

322 Glass, Glassware

Manufacturer of laboratory and medical glass ware such as ampules tubes wants association with U.S. producer of such products capable of offering new or novel ideas. Prefers license but will consider outright purchase for sale in Mexican market; Gama, S.A., Sarcofago 1124, Guadalajara, Jalisco. I.R.-284.

323 Glass Products, Made of Purchased Glass

Wholesaler of structural glass products used in the building construction field seeks additional structural glass product lines not presently being produced in Mexico; Vidriera Ciudad Madero, S.A., Alvaro Obregón No. 725, León, Guanajuato. I.R.-121.

325 Structural Clay Products

Manufacturer of handmade and hand-painted ceramic art pieces such as birds and other animals, desires direct sales and distributors in U.S. Other artistically designed objects also available, including dishes, ashtrays, pitchers, vases; Jaime Sahagún, 16 de Septiembre y E. González, Guadalajara, Jalisco. I.R.-343.

331 Steel Mill Products

Importer and wholesaler of special steels wishes to act as distributor for a U. S. manufacturer of seamless steel tubing, both standard and stainless; Aceromex-Atlas, S.A., Ayuntamiento No. 158, Apdo. 7234, Mexico, D. F. WTD 5/22. I.R.-56.

Manufacturer of twist drills and tool bits desires a small pilot steel mill of approximately 55 lbs. daily capacity; Industrias Vernon, S.A., General Plata No. 70, Mexico 18, D.F. WTD 5/26. I.R.-43.

335 Rolling, Drawing, Extruding Nonferrous Metals

Interested in buying #1 #2 grades of steel scrap; also special steels in various types and quantities; Exportadora e Importadora Mexico, S.A., Insurgentes Sur 300-1318, Mexico 7, D. F. I.R.-14.

342 Cutlery, Hand Tools

Door-to-door wholesaler of kitchen utensils seeks an inexpensive food slicer to add to line; Dicomex, S. A., Ave. Chapultepec No. 318, Mexico 7, D.F. I.R.-17.

Manufacturers' agent in the hardware and surgical lines seeks agencies for additional hardware items; Agencia de Representaciones Severo López, Patricio Saenz 631, Mexico, D.F. I.R.-65.

343 Heating Apparatus, Plumbing Fixtures

Manufacturer of granite floor tile wants to import parts for faucets, lavatories and sinks. Also interested in joint venture with small producer of faucets and other plumbing equipment in U.S., able to supply know-how; Mosaicos Reyneros, S. de R. L. P. Suárez e Hidalgo, Monterrey, N.L. I.R.-336.

344 Structural Metal Products

Firm now manufacturing jewelry cases and boxes out of polystyrene would like to contact U.S. firm that would sell them moulds of well designed toys or small articles made from plastics, and possibly also used machines; Juan Alberto Barragán, Mexicalzingo 1111, Guadalajara, Jalisco. I.R.-226.

348 Fabricated Wire Products

Pin factory now being established is seeking source of supply for steel pin wire, both nickel plated and non plated; Fernando Hijar Godínez, Av. La Paz 1486, Guadalajara, Jalisco. I.R.-296.

349 Fabricated Metal Products

A group of metal manufacturers and importers seek agencies for miscellaneous fabricated metal products with an option for licensing; Industrias Pro Metal, Av. M. Escobedo 491-403, Mexico, D. F. I.R.-50.★

351 Engines and Turbines

Gas turbines (above 100 HP), centrifugal compressors, and gas engines (agency); Mr. Manuel Oceguera S., Zamora 141-C, Col. Condesa, Mexico 7, D. F. I.R.-64

352 Farm Machinery

Distributor of motors, agricultural equipment and welding rods desires representation for 10-12 hp. garden tractors. Also interested in joint venture in manufacturing welding rods and piston rings; General de Equipos y Soldaduras, S.A., Atenor Salas No. 12, Mexico, D.F. I.R.-220.

Manufacturer of terrazzo interested in acting as distributor or entering into joint venture with windmill manufacturers for water pumping. Complete mills with water pumps desired; Fábrica de Mosaicos y Blocks Quintanilla, S. de R. L., C. Salazar 724 Ote., Monterrey, N.L. I.R.-223.

353 Construction Machinery

Engineering firm interested in self-powered, vibrating, concrete paving type machine for filling forms used in manufacture of hollow prestressed concrete structural beams; Ingenieros Intercontinentales, S.A., Insurgentes 300-205, Mexico 7, D.F. I.R.-206.

Housing association wishes to purchase a small cement plant daily capacity 5-10 tons/day; also rent or purchase of a cement block machine of an 8,000 blocks/day capacity of 16" blocks; Unión de Pequeños Propietarios, A. C., Aramberri Oriente 510 Altos, Monterrey, N.L. NCIA. I.R.-183.

Road and housing construction equipment, agent Daniel Aldrete Galindo, Antonio Machado 331, Colonia Anahuac, Monterrey. I.R.-176.★

Importer and manufacturers' representative in the oil and water well equipment field seeks exclusive representation for oil and water exploration equipment with view to future licensing agreement; Distribuidoras Industriales, S.A., Lafragua No. 13 - 201, Mexico, D. F. WTD 3/15. I.R.-10.

354 Metalworking Machinery

Foundry interested in purchase of 1,000 ton press to produce bath tubs and auto fenders; Fundidora del Norte, S.A., Box 226, Saltillo, Coahuila. I.R.-264.

Railway equipment manufacturer desires to purchase, new or used, two-16-foot planers, 2 engine lathers, two 24" shapers, and one 150-ton hydraulic press; Francisco Ayala, Dr. Michel 939, Guadalajara, Jalisco. I.R.-353.

Importer of machinery wants agency for metalworking machinery, particularly metal forming types; Erico, S.A., Manzanillo No. 1, Col. Roma, Mexico, D. F. I.R.-91.

355 Special Industry Machinery

Manufacturer of metal bottle caps desires to purchase modern automatic metal capping machinery. Also interested in license to manufacture advanced or novel designs; Cierres y Troqueles, S.A., Contreras Medellin No. 67, Guadalajara, Jalisco. I.R.-285.

Owner of clay deposits and mine desires know-how and equipment for manufacture of Dixie clay from very extensive and good quality kaolin deposits (32% SiO₂, 35% Al₂O₃); Aurelio Robles Castillo, Barra de Navidad 120, Guadalajara, Jalisco. I.R.-303.

Copper wholesaler interested in equipment to manufacture edible shredded coconut; Unión Regional de Productores de Coco y Derivados del Estado de Colima, Medellin 80, Tecoman, Colima. I.R.-317.

Representative of U.S. firms desires additional lines of processing and other types of machinery, such as dryers, food processing; Coninsa, Burdeos 32, Mexico 6, D.F. NCIA. I.R.-304.

Manufacturer of pulp from waste paper, desires hydro-pulper and pulp dryer; Techados Monterrey, S.A., Aptdo. Postal 798, Carretera a Reynosa 601 Oriente, Monterrey, N.L. I.R.-315.★

Representatives of various food processing and beverage equipment firms desire additional lines. Also interested in heavy industrial equipment; Sada y Himes, S.A., P.O. Box 911, Monterrey, N.L. NCIA. I.R.-228.

Machinery to manufacture plastic articles such as eyeglass cases, card cases; Dr. Guillermo García Ruiz, Av. Veracruz 40, Guadalajara, Jalisco. I.R.-235.

Manufacturer of glassware interested in purchasing semi or fully automatic used glass making equipment and prefers association with glass producer capable of offering technical aid and research as cooperative venture; Vidriera Nuevo León, S.A., Aptdo. Postal 1109, Robertson 100, Col. Buenos Aires, Monterrey, N.L. I.R.-334.

Machinery to process chemical pulp from sugar cane waste; complete rolls for 4 Dutch batteries, capacity 25 tons per day; four washers, same capacity; one pulp press and complete bleaching system for index of permanganate below plus or minus 10, and accessory machines such as vacuum pumps, water pumps; Celulosa del Papaloapan, S.A., Calle de Galeana 311, Cosamalupan, Veracruz. WTD 5/24/61. I.R.-341.

Food processor and canner needs additional canning machinery for expansion, preferably rebuilt. Also requires equipment to process other lines such as citrus juices and tomato paste, and small fish meal plant to process fish refuse and inedible fish; Empacadora de Conservas Alimenticias, Hidalgo 932 Ote., Culiacán, Sinaloa. I.R.-342.

Export-import agent desires to buy refrigerator equipment for warehousing. Also machinery for drying, cleaning, grinding and selection of grains; Enrique Ortiz Parra, Manzano 8, Guadalajara, Jalisco. I.R.-352.

Commission agent in food field interested in importing equipment for selecting, shelling and processing pecan nuts. Requires machines of about 100 T/annum, including (size, selection and vibrating screen for shelling and packaging nuts in one single automatic machine operation). Also interested in U.S. agency for specialized food machinery; Gonzalo A. Guerra, Paraguay 65, Arcos Norte, Guadalajara, Jalisco. NCIA. I.R.-366.

Manufacturer's representative seeks additional lines of machinery in the plastic, pulp, paper and automotive production area; Feliciano Rios, Modesto Arreola 1326 Oriente, Monterrey, N.L. NCIA. I.R.-191.

Manufacturer of a salve to remove calluses desires mixing and packing equipment; machinery to manufacture protective padded gauze with adhesive strips—padded gauze must have oval hole in center. Size of mixer and blender should have a capacity of approximately 10 gallons. Also equipment to mix and pack

medicinal powder, preferably a small unit with 100-lb. capacity. Laboratorios Tamez, Colegio Civil 151 Sur, Monterrey. I.R.-178.

Complete machinery and equipment for the manufacture of plastic pails, buckets, garbage cans, etc. Cubetas Monterrey, S.A., Guerrero Norte 1357, Monterrey. I.R.-193.

A manufacturer of custom made machinery and horse shoes would like to contact U.S. manufacturer who could supply machinery and know-how for the production of horse shoe nails on outright purchase or joint venture; Manufacturera Andromeda, Antigua Carrerera a Roma, Km. 4, Monterrey, N.L. NCIA. I.R.-172.

Manufacturer of neon and illuminated signs wishes to purchase plastic extrusion and vacuum presses (direct purchase or joint venture); Neon Anunciadaria de Mexico, S. de R. L., Manuel Maria Contreras No. 73, Mexico, 4, D. F. I.R.-45.

Marble processor wishes to purchase marble cutting equipment, preferably multiple slab sawing devices. Also a complete hydrated lime plant; Marmoleria, "El Rayo," 11 Oriente No. 808, Puebla, Pue. I.R.-105.

Manufacturer of metal products desires to represent U.S. firm manufacturing bottle capping machines preferably screw type. Has facilities for servicing and a sales force of four covering most of Mexican urban areas; Maquinaria y Recaciones Especializada, S.A., Amores 1617, Mexico 12, D.F. I.R.-104.

Manufacturer of men's shoes wishes to purchase one machine for the production of plastic shoes for men and women (direct, immediate purchase); Fabrica de Calzado Hilda, Independencia No. 215, León, Guanajuto. I.R.-77.

356 General Industrial Machinery

Manufacturing plant for 1,000,000 lbs. annual production of aluminum chloride would like to purchase good U.S. furnaces of small size and also technical know-how; Joseph Gabriel, Baltimore No. 114-5, Mexico, D.F. NCIA. I.R.-209.

Manufacturer of tile and brick wishes to purchase all components of kiln for making clay building tile. Capacity 120 tons per day, maximum temperature 1,100° OC—fuel is natural gas. Desires latest design and fully automatic controls; Tabiques y Ladrillos Modernos, S.A., 2 Poniente 508, Puebla, Pue. I.R.-216.★

Firm now being established to produce lightweight, high density mosaic tiles interested in purchasing all necessary equipment to set up production as soon as possible and invites quotations on such items as air compressor, tile presses, kilns, ovens and other necessary machinery; Humberto Llovera, Edificio Monterrey, Monterrey, N.L. I.R.-224.

Importer and distributor of swimming pool accessories desires additional lines of pool equipment such as cleaners, filters, chlorinators, etc.; Gerardo Pozas, S.A., Zuazua 915 Norte, Monterrey, N.L. I.R.-154.

357 Office, Computing Machines

Importer of products used in banking field, such as coin counters, check writer, check certifier, perforating check canceling machines, electric time stamps, novelties for savings banks, desires exclusive representation or distribution of above and similar products; Kraft, S. de R.L., San Juan de Letran No. 9, México 1, D.F. Apto. 1044. I.R.-292.

Distributor of office machines and office furniture wants new products in the same lines; F. Armida y Cia, Sucs., S.A., Palma 35, Mexico, D.F. WTD 3/4. I.R.-150.

358 Service Industry Machines

Small water desalinator; Mr. José Razura, Av. Francia 77, Guadalajara, Jalisco. I.R.-332.

Manufacturer of commercial refrigeration interested in distributorship of air-conditioning equipment and gas heating apparatus, domestic and commercial. Kardel Refrigeracion, Hidalgo 442-450 Pte., Monterrey. I.R.-181.

Vending machines (exclusive agency); Distribuidoras Industriales, S.A., Lafragua No. 13—201, Mexico, D.F. WTD 3/15. I.R.-10.

An association of apple producers wishes to purchase refrigeration equipment for apple storage; Confederacion de Asociaciones Locales de Productos de Manzanas, Universidad 1909, Chihuahua, Chih. I.R.-101.

Wholesaler of air conditioning, heating, ventilating and refrigeration equipment wishes to represent companies manufacturing products used in this line. Has sales, installation and service personnel and engineering staff; Climart, S.A., Filomeno Mata No. 13, quinto piso, Mexico, D.F. WTD 10/29. I.R.-89.

363 Household Appliances

Agent for hardware and electrical materials desires additional lines. Has had 25 years experience in selling and servicing electrical appliances, particularly stoves, refrigerators, fans, irons; Javier Ramirez Landa, Villagran 238 A. Norte, Monterrey, Nuevo León. I.R.-339.

Manufacturer and distributor of household appliances wants additional lines in and/or know-how in manufacture of gas stoves, ranges, wall ovens, wall heaters, gas refrigerators. Would consider a joint venture proposal; Muebles Cromados, S. de R. L., Pino Suarez e Hidalgo, Monterrey, N.L. NCIA. I.R.-152.

364 Electric Lighting, Wiring Equipment

Swimming pool contractor and accessory distributor seeks to purchase indirect lighting equipment for outdoor pools, fountains, gardens; Gerardo Pozas, S.A., Zuazua 915 Norte, Monterrey, N.L. I.R.-154.

365 Radios, Television Sets

Small T.V. repair shop looking for U.S. dealer who would send in unassembled parts of television sets to be assembled locally. Also would like to manufacture small parts for television; Teleservicio Ruiz, P. Sánchez 599, Guadalajara, Jalisco. I.R.-295.

367 Electric Components, Instruments

Distributor of radio, television and electronic components, also electrical instruments, meters, desires exclusive distributorship in Mexico of similar or allied lines; Casa Erla, Venustiano Carranza No. 28, Mexico, D.F. I.R.-298.

371 Motor Vehicles, Accessories

Agency for automotive parts and accessories; Salvador P. Morales, Zuazua 342 Norte, Monterrey, N.L. NCIA. I.R.-242.

Agent in special equipment for trucks wants to act as manufacturers' representative or agent for lines of special equipment for trucks such as: wrecking equipment, utility equipment, axles for

heavy-duty trailers, low-boy tires, winches; Mr. John Powanda, Hamburgo 105 (Desp. No. 103), Mexico, D.F. I.R.-54.

★ Distributor of automotive parts and accessories desires exclusive representation of automotive parts, particularly new or novel applications, such as repair parts and accessories which improve original equipment; National Dynamic de Mexico A. en P., Palma No. 2 desp. 101 & 102, Mexico 1, D.F. I.R.-96.

374 Railroad Equipment

Ballast unloader for railroads. New patented device for evenly distributing ballast for railroad beds; Equipos para Ferrocarril, S.A., Aptdo. Postal No. 2041, Av. de los Pinos No. 7 Zona Industrial de Zapopan, Jalisco. WTD 10/26/62. I.R.-310.★

381 Engineering, Scientific Instruments

Engineer's drawing materials and instruments; requests replies from manufacturers only. Direct purchase and agency. Proveedora Técnica, S.A. (importer, retailer, wholesaler), 5 de Mayo No. 106 Poniente, Monterrey, Nuevo Leon. WTD 2/14/63.

384 Surgical, Medical Supplies

Importer of hospital equipment and pharmaceutical products interested in exclusive agency for importation of pharmacy items, particularly in type of supplies required for preparation of drugs, or equipment now sold to family sick room; Rafael Aceves, Av. Juárez No. 545, Desp. 205, Guadalajara, Jalisco. I.R.-238.

SWEDEN—Dental plaster, wax and investments; dental drills; plaster dressings. Direct purchase and agency. Paul Ehrlander & Co. (wholesaler and agent), Stenkolsgatan 1 E, Goteborg H.

Importer and wholesaler of hospital equipment desires to purchase laboratory, research, scientific and hospital operating equipment; Materiales S.A. de C.V., Hamburgo 97-202, Mexico 4, D.F. I.R.-97.

Manufacturers' agent of hardware and surgical lines seeks agencies for wheel chairs and stainless steel hollow ware for hospital use; Agencia de Representaciones Severo López, Patricio Saenz 631, Mexico, D.F. I.R.-65.

391 Jewelry, Silverware, Plated Ware

Exporter of Mexican gift articles and silver seeks representatives in the States; Mercantil Brichtson, S.A., Ribera de San Cosme 133, Mexico 4, D.F. WTD 11/24/59. I.R.-270.

393 Musical Instruments

Manufacturer of congas, castanets, claves, marracas, and drums seeks additional distributors or direct buyers; Música Tropical, Naranjo #375, Col. Santa María la Rivera, Mexico, D.F. I.R.-221.

394 Toys, Athletic Goods

Manufacturer of sporting goods wants to purchase and/or manufacture, under license, high grade basketballs, volley balls and other rubber articles; Deportes Brasil, Brasil 106-E, Mexico, D.F. I.R.-76.

398 Miscellaneous Manufacturing

Manufacturer of religious articles and relief pictures of religious scenes desires distributors in U.S.; Artesanias Monterrey, S.A. and Manufacturas Nacionales, S.A., Escobedo 623 Sur, Monterrey, N.L. WTD 2/21/62. I.R.-231.

Importer-exporter wishes to export Mexican handicraft and gift items to department stores and gift shops; CIMI, S.A., Ampliación Av. Juarez 119-12, Mexico 1, D.F. I.R.-205.★

Sales representative of school and sports equipment interested in educational, sport and program instruction material. Desires exclusive representation in Mexico; Ramon Najera M., Tonala 112-406, Mexico 7, D.F. NCIA. I.R.-324.

521 Lumber and Other Building Materials Dealers

Manufacturer of roofing equipment wishes to represent manufacturers of complementary equipment; Blackwell de Mexico, S.A., Insurgentes No. 1510-201, Mexico 19, D.F. WTD 2/28. I.R.-44.

739 Business Services

Manufacturer of industrial solvents seeking U.S. know-how or license for local manufacture of lacquers, enamels and high quality special paints; Industrias y Maquilas, S.A., Pichón 326, Col. Morelos, Guadalajara, Jalisco. I.R.-250.

Civil engineer interested in representation of international firm engaged in fields of architecture, engineering, and/or industrial product design. Also interested in possibilities of agency or manufacturing of patented products with applications in construction field; Jorge Zorilla, Ave. Circunvalación 81, Bosque de Echegaray, Edo. de México. NCIA. I.R.-331.★

Practicing lawyer interested in representing U.S. market research and marketing firms desirous of appointing representatives in Mexico; Lic. Carlos Real C., Vallarta 1458-604, Guadalajara, Jalisco. I.R.-320.

Industrial design engineering firm wishes to handle research and development, design or straight detailing for U.S. firms in Mexico; Raul Martínez Solís, 5 de Mayo 111 Oriente, Desp. 308, Monterrey, N.L. I.R.-361.

Established food broker is available as a consultant to U.S. firms engaged in the food industry to make surveys, recommendations, etc., in having lines established in Mexico; Ernesto Velázquez, 310—A Pilares, Mexico 12, D.F. WTD 5/19/59. I.R.-19.

Industrial chemist offers exclusive service to food processors, industrial chemical products manufacturers or food or industrial equipment manufacturers for work in Mexico; Mr. Luis R. Albelo, Ave. Universidad No. 175, Mexico, D.F. NCIA. I.R.-30.

Customs bonded warehouse offers national and customs bonded warehousing to American exporters wishing to develop their market in Mexico. Will furnish complete information on requests; Almacendadora, S.A., 16 de Septiembre No. 53, Mexico 1, D.F. WTD 7/20/59. I.R.-94.

Users of sodium sulphide contemplating local manufacture. Require know-how from the U.S. for a 3,000 ton/annum plant. Will consider only process burning sulphur to SO₂ (not phenol process); Ingenieria Industrial Internacional, S. A., Edificio Santos, Desp. 227, Monterrey. WTD 4/16/62. I.R.-201.

Manufacturer of rubber products seeks technical assistance to increase production and expand line. Would consider a joint venture arrangement; Hulera del Golfo, Emilio Carranza 856 Norte, Monterrey. WTD 11/10/62. I.R.-157.

Well established manufacturer of commercial refrigeration desires to associate with American manufacturer of similar equipment, capable of offering technical aid, research, and product improvement. Would consider a joint venture arrangement; Kardel Refrigeracion, Hidalgo 442-450 Pte., Monterrey. I.R.-181.

328 Cut Stone and Stone Products

Building marble and stone, from light pink to black (distributor); Marmoles Barretaro, S. A., Felipe Rosas No. 12, Queretaro, Qto. NCIA. I.R.-25.★

349 Miscellaneous Fabricated Metal Products

Manufacturer of galvanized metal and plastic pails, buckets, garbage cans seeks U.S. distributor; Artefactos Aguila, S. A., Guerrero Nte. 2727 Monterrey. I.R.-192.

359 Miscellaneous Machinery

Job machine shop wants to manufacture on contract any product suitable for building with standard machine tools; Taller Rodriguez, S. de R. L., Encinas 521, Col. Garza Cantú, Monterrey, N. L. I.R.-186.

385 Ophthalmic Goods

Optical frames of numerous designs; Manufactura de Armazones S.A., Calle Mar del Norte No. 18, Tacuba, Mexico, D.F. I.R.-75.★

287 Agricultural Chemicals

Insecticides (distributor) in Texas, Louisiana, California or Florida); Productos H 24, S. A., Esfuerzo Nacional esq. Calle 8, San Bartolo. Neocalpan. WTD 9/20. I.R.-124.

391 Jewelry, Silverware, and Plated Ware

Sterling silver hollow ware, hand made modern and antique designs; Tane, S.A., Amberes No. 70, Mexico 6, D. F. WTD 7/9. I.R.-72.

396 Costume Jewelry, Costume Novelties, Buttons, and Miscellaneous Notions, except Precious Metals

Mexican handicrafts paintings, metal ware, gift items and jewelry; Exportadora Industrial, Xola No. 1456, Mexico 12, D. F. NCIA. I.R.-93.★ Mexican arts and handicrafts (distributor); Contex, S de R.L., Michoacan No. 126, Mexico 11, D. F. WTD 8/27. I.R.-125.

398 Picture Frames

Ornate picture frames (distributor); Marcos y Molduras Excelsior, S. A., Calzada de Guadalupe 202, Mexico 14, D. F. I.R.-86.

739 Business Services

Experienced public relations firm wishes to diversify into the fields of market analysis and economic feasibility studies for U.S. firms; Stringer y Asociados, Rio Sena 63-A, Mexico 5, D. F. I.R.-173.

Investment bank, with controlling interest in the majority of Monterrey's industries, seeks to do technical and feasibility analysis of various industrial projects in Monterrey for U.S. firms desiring to invest in the area; Cia. General de Aceptaciones, S. A., Padre Mier y L. Vicario, Monterrey, N. L. I.R.-135.

Leads for Importers

201 Meat Products

Canned tamales, chicken and meat (agency); tamales America, Huichapan No. 17, Mexico, D.F. I.R.-28.

205 Bakery Products

Sesame seed (agency); Escobas Mexicanas, S.A., Napolis 84, Mexico 6, D.F. NCIA. I.R.-102.

207 Confectionery and Related Products

Mexican candies (distributor); Fabrica de Chocolates Bremen, Esq. Sandalo y San Simon, Col. Sta. Maria Insurgentes, Mexico, D.F. I.R.-52.

208 Beverage Industries

Manufacturer of wines and liquors seeks U. S. distributor for the sale of cocktail mix; Arturo's, S. A., Hidalgo 360 Pte., Monterrey. I.R.-179.

209 Miscellaneous Food Products

Mangoes and avocados, distributor; Ing. Carlos Castillo G., Rio Usumacinta 129, Colonia Mexico, Monterrey. NCIA. I.R.-180

Vegetable oils, sell to manufacturers; Aceites Comestibles, Paseo de la Reforma No. 95—527, Mexico 4, D.F. I.R.-62.

281 Industrial Chemicals

Barium sulphate (42%) ores and Kaolin. Ricardo C. Cantu, Matamoros 109 Pte., Monterrey, N. L. NCIA. I.R.-195.

285 Paints and Allied Products

Cement-based paints and white quartz for filtering swimming pools; Productos Sarolo, S. A., Av. Ruiz Cortines al Poniente, Monterrey, Nuevo Leon. WTD 1/29/63. I.R.-158.

Investment Opportunities

2000 Food products

A retired American businessman with substantial capital wishes to establish a joint venture in Mexico with a U.S. manufacturer to manufacture food products.

Write to Louis J. Wise, Anatole France No. 71, Col. Polanco, México, D.F. (Ref. 12)

2042 Animal feeds

U.S. capital or a licensing arrangement is being sought by a producer of animal feeds and veterinary supplies in order to expand his operations and product line.

Write to Phillips Veterinaria, S.A., Av. 16 de Septiembre No. 99, San Bartolo Naucalpan, Edo. de Mexico, México 13, D.F. (Ref. 18)

2071 Candy, related products

Mexican candy firm seeks joint venture to manufacture hard candies.

Write to Cia Industrial La Palma, S.A., Presidente Cardenas 300 Pte., Saltillo, Coahuila. (Ref. 146)

2369 Children's outerwear

Mexican family with substantial interest in textile mills, who are owners of a chain of retail clothing outlets, wants to establish a joint venture with a U.S. firm producing a known line of children's clothing.

Write to Mayer Zaga e Hijos, Republica de Chile No. 71-302, México, D.F. (Ref. 83)

2514 Metal household furniture

As established manufacturer of metal household furniture and general hardware seeks \$40,000 U.S. capital to expand sales operations to Central and South America.

Write to Amros, S.A., Mar del Norte No. 79, México, D.F. (Ref. 33)

2641, 3131 Paper coating, glazing; boot, shoe stock (plastic)

A broker and wholesaler of leather with considerable Latin American background in this field, who reportedly has between \$4-\$800,000 to invest, seeks a U.S. license, engineering know-how and equipment for a chemical speciality plant in the field of impregnated papers and plastics used in the shoe industry.

Write Exportaciones Damar, Av. Juarez No. 127, 413 y 414, Mexico 1, D.F. (Ref. 42)

2751, 3569 Commercial printing, packaging machinery

A manufacturer of kraft paper bags, cellophane and glassine, seeks U.S. know-how and a license in the field of plastic packaging and printing techniques, rotogravure machinery, cylinders and good quality rubber plates.

Write Artefactos de Papel, S.A., Ave. del Servicio Postal 202 Poniente, Monterrey, N.L., Mexico (Ref. 133)

2761 Manifold business forms

Printing firm seeks U.S. partner with \$40,000 capital, know-how and machinery in order to expand operations to include printing of continuous business forms, Christmas and postal cards and calendars.

Write to Impresora del Norte, S.A., Humboldt 475 Poniente, Monterrey, N.L., Mexico. (Ref. 159)

2815 Synthetic organic dyes

A wholesaler of imported aniline dyes, who recently founded a separate company to manufacture special dyes for acetate fibers, wishes to obtain a licensing agreement with a U.S. firm with know-how in this field.

Write to Intex, S.A., Monrovia 706, México 13, D.F. (Ref. 46)

2815 Dyes, organic pigments

Firm producing iron oxide and powdered bronze seeks U.S. partner who can provide technical know-how in the field of plastic pigments and plasticizers. Write De Mateo y Cia., S.A., Puebla 336, Mexico 7, D.F. (Ref. 69)

2841 Soaps, detergents

Manufacturer of household disinfectants, insecticides and bleaches desires joint venture with a U.S. company capable of offering know-how, research and product refinement.

Productos Quimicos Alen, S.A., Apto. Postal 1083, Ave. Floteros 350 Pte., Monterrey, N.L. (Ref. 138)

Write to Estructuras Monterrey, S.A., Encina 300, Monterrey, N.L. (Ref. 225)

2850 Paints, varnishes, lacquers

A joint venture for the local manufacture of paints and lacquers is sought by a Mexican firm which produces industrial solvents and additives for lacquers, sealers and thinners. Write Petroquimica, S.A., Calle 23 No. 2000, Zona Industrial, Guadalajara, Jalisco (Ref. 356)

2871 Fertilizers

Manufacturer of shoe polish, bleaches and household chemicals seeks U.S. license to produce foliage fertilizer and "tin-pot-oils."

Write Productos Sarolo, S.A., Apto. Postal 76, Av. Ruiz Cortines al Poniente, Monterrey, N.L. (Ref. 158)

2899 Chemicals, chemical preparations

A joint venture to produce analytical reagents, such as aluminum chloride and oxalic acid, is sought by a manufacturer of chemicals. Write Productos Quimicos Monterrey, S.A., Escobedo 427 Sur., Monterrey, N.L. (Ref. 130)

2952 Asphalt felts, coatings

A manufacturer and exporter of roofing materials, floor hardeners and cement ad-

ditives is interested in a joint venture and licensing arrangement with a U.S. chemical firm specializing in the field of new building materials.

Is particularly interested in licenses for the following: plastic roof covering especially for thin shell construction, flooring systems for industrial plants, concrete additives and special anti-acid and anti-alkali materials.

Write Fester de Mexico, D.A., Isabel la Catolica No. 135, Mexico, D.F. (Ref. 15)

3021 Rubber footwear

Small firm producing tennis shoes (crepe-soled fabric-top moccasins), with good distribution facilities in Mexico City, wishes to sell business or establish a joint venture to manufacture larger variety of footwear.

Write to Tennis, S.A., Calzada de Guadalupe No. 288-D Col. Vallejo, México, D.F. (Ref. 53)

3079 Miscellaneous plastic products

Textile firm seeks to diversify production through a U.S. licensing agreement for the manufacture of plastic window panels, doors and sandwich panels.

Write to Ing. Salomon Bayon, José Maria Perredo 615-602, México 10, D.F. (Ref. 31)

3079 Miscellaneous plastics products

Manufacturer of rubber shoe soles and heels wants to produce other rubber or plastic products under license. Write Industrial Ochoa Villanueva, S.A., Calle 28 de Enero 10, Zapopan, Jalisco. (Ref. 268)

3312 Building structural components

Firm producing iron and steel structures seeks U.S. joint-venture partner to manufacture building construction components.

Write to Estructuras Fabriles, S.A., Av. Insurgentes Sur 132-303, México 4, D.F. (Ref. 60)

3312 Blast furnaces, steel works, rolling mills

Mexican firm desires to make its steel plate and carbon, stainless and steel-sheet manufacturing facilities available to U.S. firms planning to produce in Mexico. Write Wyatt de Mexico, S.A. de C.V., Av Morelos 98-207, Mexico, D.F. (Ref. 71)

3321 Iron gray foundries

U.S. capital and equipment to establish a top-rate gray iron alloy foundry are required by an established firm manufacturing replacement parts for all makes and types of internal combustion engines—pistons, piston rings, wrist pins, cylinders and cylinder liners.

Also rehabilitates rail locomotive diesel cylinders by hard-chrome plating. Could use dismantled U.S. foundry.

Write Diesel Mexicana, S.A., Av. Veracruz No. 107, Mexico 11, D.F. (Ref. 41)

3431 Bathroom fixtures

U.S. license and joint participation are sought for expansion of operations by firm producing bathroom and sanitary equipment. Is interested particularly in latest models of shower head mixing valves and bathroom fixtures.

Write Fundicion de Bronce IRMEX, S. de R.L., Norte 45-607, Col. Industrial Vallejo, Mexico, D.F. (Ref. 4)

3433, 3585 Heating apparatus, industrial refrigerators

Manufacturer of steel office furniture and standard gas-fired water heaters wants to make commercial refrigerators and instantaneous-type gas-fired heaters under license. Plant is equipped with press brakes, shears, presses, seam and spot welders and employs 225.

Write to Productos Rogil, S. A., Lerdo No. 321, México 3, D.F. (Ref. 29)

3494 Valves, pipe fittings

Firm specializing in the installation and servicing of cold-storage rooms and refrigeration systems is interested in a joint venture to manufacture gas, air and water valves from $\frac{1}{2}$ to 6 inches in diameter.

Write to Instalaciones de Refrigeracion y Congelacion, S.A., Calle Trebol No. 22, México, D.F. (Ref. 267)

3522 Farm machinery, equipment

Cotton grower and gin operator wishes to manufacture agricultural equipment and supplies on a joint-venture basis. Write to Algodonera Tamaulipecas, S.A., Aptdo. Postal 140, Matamoros, Tamaulipas, Monterrey. (Ref. 335)

3531 Construction machinery, equipment

A manufacturer of steel plate, tanks and piping seeks a U.S. partner to help with the production of concrete mixers, traveling cranes, street-paving rollers, boilers and parts for bulldozers and graders.

3535 Conveyors, conveying equipment

Firm seeks joint venture with U.S. company which can provide technical know-how in materials-handling field. Write to Rodacarga, S.A. de C.V., 45 Norte 1074, México 16, D.F. (Ref. 74)

3537 Industrial trucks

The assembly and eventual manufacture of fork-lift trucks, on a joint venture basis, is sought by machine shop. Write Talleres Vilsa, S.A., P.O. Box 1688, Monterrey, N.L. (Ref. 165)

3540 Metalworking machinery, equipment

A consortium of engineering, manufacturing and selling firms in the metalworking field is interested in a licensing arrangement to manufacture automotive, electronic and food-processing products. Affiliates of the consortium have equipment for shearing, rolling, welding, stamping, milling and forming operations. Now produce chassis parts, auto gas tanks, frames, housing, ovens, ducts and stampings.

Write to Industrias Pro Metal, Ave. M. Escobedo 491-403, México 5, D.F. (Ref. 50)

3541, 3714 Machine tools, motor vehicle parts

A firm with tool and die shops—equipped

with jig borer, vertical mills, turret lathes, boring mills, gear shaper and hobbers—is seeking a U.S. license to make motor vehicle gears, light machine tools such as small lathes and milling machines, and motor vehicle spare parts.

It now produces small transmissions for Kenmore, Kelvinator, RCA and Whirlpool. Write Ingenieria de Manufactura, S.A., Calle 2 No. 140, Naucalpan de Juarez, Edo de Mexico, Mexico. (Ref. 16)

3548 Metalworking machinery

Small manufacturer of heavy machinery seeks U.S. partner to manufacture tools used in the assembly of automotive vehicles on a joint-venture basis.

Write to Nuga, S.A., Ave. Ricarte No. 489, Col. Lindavista, México, D.F. (Ref. 32)

3551, 3566 Hydraulic generator sets, clutches, except auto

A well-equipped machine shop which makes industrial valves seeks diversification in products for industrial application such as clutches and hydraulic equipment on a joint-venture or license basis.

Write to Equipos de Calidad S.A. de C.V. San Nicolas y Fulton, Tlalnepantla, Edo. de Mexico, México, D.F. (Ref. 27)

3559 Chemical machinery, equipment

A manufacturer's representative for mining machinery wants to diversify his line to include desalinization and chemical-processing equipment. Is in a position to serve small-scale chemical manufacturing plants established in Mexico. Reportedly, he also has sufficient know-how and credit to organize and manage a small chemical process industry on behalf of a U.S. licensor.

Write to Empresas Unidas, Dolores No. 17-901, México 1, D.F. (Ref. 40)

Manufacturer of mechanical, electrical and chemical products is seeking a joint venture or licensing arrangement with a U.S. producer of similar products. Firm is staffed with European and American technicians and is also organized to handle sales and distribution of its products.

Write to Madreyfus, S.A., Sabino 225, México 4, D.F. (Ref. 59)

3559, 3560 Special industry machinery, general industrial machinery

A large financial institution, specializing in the organization, technical planning and promotion of new local manufacturing ventures of machinery and chemical equipment, is interested in establishing contact with large and responsible U.S. manufacturing firms who are contemplating investment in these fields in Mexico.

Write Intercontinental, S.A., Calle Paris No. 15, Col. Juarez. (Ref. 340)

3569 Labeling machines

U.S. capital amounting to \$40,000 is sought for expansion purposes by a manufacturer of multi-purpose and color labeling machines used on metal, plastic, wood, leather, paper and cloth products. A joint venture is envisaged.

Write to Aparatos Mecanicos y Electricos, S.A., Alvaro Obregon 166-A, México 7, D.F. (Ref. 21)

3585 Air conditioning equipment

Firm currently assembling and installing refrigerators and ventilators wishes to obtain licenses to manufacture similar equipment

in Mexico.

Write to Aerco, S. de R.L. de C.V., Aptdo. Postal 701, E. Carranza Norte 3519, Monterrey, N.L. (Ref. 141)

Mexican firm desires joint venture or licensing agreement to produce air conditioning, heating, ventilating and filtration equipment. Write Climas Artificiales, S.A., Nasas 31, México 5, D.F. (Ref. 116)

3611 Electric measuring instruments, test equipment

A manufacturer's representative for electrical instruments seeks to establish a plant for the domestic production of such instruments on a joint-venture basis.

Write to Dalma Comercial, S.A., Plaza Santos Degollado No. 10-104, México, D.F. (Ref. 36)

3634 Electric appliances

A joint venture is sought by an established manufacturer of electrical household appliances so as to expand its product lines in the household field or through other products requiring manufacturing facilities used for appliances, including universal subfractional induction motors.

Write to Industrias Rosco, Napoles 85, México 6, D.F. (Ref. 37)

3841 Surgical, medical supplier

An established manufacturer of hospital supplies desires a joint venture for the production of disposable catheters, kit trays, anesthesia equipment, aspirators and sterilizers.

Write to Carlos Nafarrate, S.A. Lopez Cotilla 567, Guarajara, Jalisco. (Ref. 236)

3941 Toys

A metal toy manufacturer whose plant has light metal forming, shaping, and turning equipment and an assembly for plastic, rubber or other elements wishes to establish a joint venture, for expansion purposes, with a U.S. firm.

Write Industrias Estrella, S.A., Lecumberri No. 20, México, D.F. (Ref. 20)

3993 Neon signs

A producer of neon and illuminating signs wishes to establish a joint venture or licensing arrangement to manufacture illumination and advertising lighting equipment which is more technically advanced than that it now produces.

Write to Neon Anunciadora de Mexico, S.deR.L., Manuel Maria Contreras No. 73, México 4, D.F. (Ref. 45)

4000 Refrigerated warehousing

Dry-storage warehouse company seeks joint venture to expand its operations to include cold-storage warehouse of 100,000 cu. ft. for safekeeping of fruits, vegetables, eggs and poultry.

Write to Almacenadora del Nordeste, S.A., Aptdo Postal 795, Emilio Carranza 726 Sur, Monterrey, N.L. (Ref. 175)

5062, 5065 Electrical merchandise, electronic parts

Manufacturer of mechanical, electrical and chemical products seeks a joint venture or licensing arrangement with a U.S. producer of similar products. Firm is staffed with European and American technicians and is also organized to handle sales and distribution of its products.

Write to Madreyfus, S.A., Sabino 225, México 4, D.F. (Ref. 59)

ADDITIONAL INVESTMENT OPPORTUNITIES

These additional investment propositions were reported by the Mission, however, the Department of Commerce does not possess commercial information on these firms.

0119 Hop Farms

U.S. partner with \$10,000 sought by Belgium born engineer who plans to establish experimental hop farm in Mexico where no hops are currently grown. Write Jaime Goevens, Xochicalco 468, Mexico 13, D. F. (Ref. 291)

1411 Dimension Stone

Owner of marble quarry seeks U.S. partner with capital to purchase cutting machinery for quarrying of several varieties of marble including black and multi-colored varieties. Write Ricardo Garza Huerta, Ave. Juarez No. 88, Mexico 1, D. F. (Ref. 113)

1511 General Building Contractors

Newly formed company for the development and construction of low cost housing in Guadalajara seeks partnership with construction firm for the immediate construction of 1,000 homes. Write Ing. Aldo Cordova Fermanni, Lopez Cotilla No. 731-4, Guadalajara, Jalisco. (Ref. 306)

2015 Poultry Dressing

Poultry dressing firm which reportedly has an exclusive government concession to establish a custom poultry processing plant seeks U.S. partner and technical collaboration. Write Avicola Saltillo, Brazvo Norte 1046, Saltillo, Coahuila. (Ref. 333)

2023 Condensed & Evaporated Milk

A joint venture with a U.S. firm having know-how in manufacturing powdered dried cream similar to Pream is sought by producer of dairy products. Write Dr. Alberto Gomez del Castillo, Fracc. Los Gavilanes Km. 17 Carretera a Morelia, Guadalajara. (Ref. 300)

2211 Broad Woven Fabric Mills

Producer of drapes and table linens desires to form a joint venture with a U.S. firm which can provide technical assistance for the expansion of current operations. Write Plan, S. A., Hidalgo 1378, Guadalajara, Jalisco. (Ref. 316)

2250 Knitting Mills

A producer of cotton thread and cloth seeks to establish, on a joint venture basis, a finishing plant for cotton, poplin and army cloth. Write Textiles Modernos de Monterrey, S. A., Carretera Laredo 995, Monterrey. (Ref. 227)

2322 Apparel

Small group of businessmen seek U.S. equity participation for the establishment of a plant designed to manufacture men and children's cotton undershirts. Write Jesus Garrido Huerta, M.J., Othon 251, Colonia Anahuac, Monterrey, N. L. (Ref. 187)

2421 Sawmills & Planing Mills

Agrarian group seek U.S. partner with logging and sawmill experience to cut and clear 198,000 acres of mahogany and other hardwoods. Write Eugenio Rascon, Amores 766, Mexico 12, D. F. (Ref. 269)

2499 Wood Products

Manufacturer and distributor of surgical dressings plans to establish a subsidiary firm to produce, either under license or on a joint venture basis, a complete line of small wood products such as tongue depressors, applicators, toothpicks, ice cream and candy sticks, etc. Write Cifra Corporation Comercial, S. de R.L., Calle Monterrey 425-A, Col. Libertad, Monterrey. (Ref. 204)

2650 Paperboard Containers

3670 Electronic Components

Distributor of electronic, radio and TV components wants to manufacture similar U.S. parts under license. Is also interested in a joint venture for the manufacture of paper cartons. Write Radio Partes del Pacifico, Av. Juarez 75, Guadalajara. (Ref. 257)

2810 Pigments

2891 Glue and Gelatin

Manufacturer of chemicals used in the shoe industry desires U.S. license for adhesives for leather, pigments for the plastic industry, and boilers for heating and treating of leather. Write Cia Técnica Mexicana, S. A., Lopez Cotilla 749 Int. 302, Guadalajara. (Ref. 351)

2816 Inorganic Pigments

3339 Primary Smelting & Refining of Non-Ferrous Metals, NEC

Owners of mining claims of platinum and barium sulphate seek U. S. partner and equipment for exploitation of these deposits. Write Ortiz Clark Sucs., Matamoros Pte. 569, Monterrey, N. L. (Ref. 131)

2818 Industrial Organic Chemicals

Distributor of American popular drugs and cosmetic products seeks U.S. partner for the establishment of a plant to produce stearic and oleic acid. Is also interested in joint venture with U.S. firms qualified to offer technical know-how, research and development in the fields of non-ethical pharmaceuticals and cosmetics. Write Dimer, S. A., Cordoba 97, Col. Roma, Mexico, D. F. (Ref. 301)

2819 Inorganic Chemicals

U.S. capital and know-how are sought by a manufacturer of lead chemicals for the production on a joint venture basis of sodium cyanide, sulphuric acid, melamine, ascorbic acid and carbon tetrachloride. Write Complementos Químicos, S. A., Canarias 73, Mexico, D. F. (Ref. 103)

Owner of large deposits of calcium hydrate desires technical assistance and capital for the development of an extensive deposit. Write Calibra de Valles, S. A., Aquiles Serdán No. 28 - Desp. 424, Mexico, D. F. (Ref. 297)

2820 Plastic Materials

A supplier of fish nets used in Mexico and Central America seeks a license to manufacture extruded polypropylene and polyethylene, monofilaments and multifilaments. Write to Industrias Alta Mar, S. A., Paraiso No. 140, Col. del Fresno, Guadalajara, Jalisco. (Ref. 290)

2821 Plastic Materials

U.S. trained engineer offers maximum capital participation to U.S. firm interested in founding a firm for the manufacture in Mexico of extruded or injected plastic products. Write Antonio Mata Garza, Apartado Postal 532, Galz. Liberated 202 Nte., Col. Vista Hermosa, Monterrey. (Ref. 171)

A joint venture for the manufacture of outdoor reinforced plastic articles for decoration, house trim awnings, pergola roofing, etc., is proposed by an importer and retailer of plastic and aluminum materials used for interior decoration. Write Representaciones Tres Emes, S. A., Cuauhtemoc 727 Sur, Apartado Postal 28, Monterrey. (Ref. 200)

2821 Plastic Materials

3498 Fabricated Pipe

Established company producing plastics desires U.S. capital and technical collaboration in the form of dies for plastic toys, novelties or similar products. Same company which also manufactures steel pipe seeks joint venture with U.S. firm willing to produce its line of screwed pipe fittings in Mexico. Write Tuberías y Conecciones, S. A., Calle Dr. R. Michel No. 643, Guadalajara, Jalisco. (Ref. 346)

2834 Pharmaceuticals

A well established laboratory seeks to broaden its line of new ethical drugs in a partnership with an American drug company. Address letters to Laboratorios Laif, Moras 759, Mexico 12, D. F. (Ref. 120)

The Director of a chemical laboratory desires to manufacture under license pharmaceuticals, such as hormones and antibiotics. Write to Dr. Alfonso Saldaña G., Tlacoquemeca #330 - 5, Mexico 12, D. F. (Ref. 107)

A registered dentist and anesthesiologist has developed a new formula for the preparation of local anesthetic solutions. To equip a new laboratory, U.S. investor is required to put up \$25,000 in return for which he will receive a 4% interest. Write Sergio Varela, Tajín 157 - 3, Mexico 12, D. F. (Ref. 80)

Established manufacturer seeks U.S. license for the production of U.S. pharmaceuticals in Mexico. Write Laboratorios Alpha, S.A., Contreras Medellin No. 67, Guadalajara, Jalisco. (Ref. 286)

2842 Insecticides, Household

A paint manufacturing company wishes to manufacture U.S. "trade-name" insecticides under licensing arrangement or joint venture. Write Industrias Delmor, S. A., Paseo de la Reforma 133, Mexico, D. F. (Ref. 87)

2844 Perfumes, Cosmetics and Toilet Preparations

Firm seeks to manufacture under license cold permanent wave lotion, hair colorings, nail polish, deodorants, lotions, creams, bath oils, etc. Write Laboratorios Janics, S. A., Av. Insurgentes Sur 114 - 414, Mexico 4, D. F. (Ref. 127)

2899 Chemicals & Chemical Preparations

Producer of reagents seeks U.S. license and know-how for the manufacture of cold-wave solutions, organic solvents such as butanol, acetone, and their derivatives. Write Industria Química Farmacéutica, Calzada de las Higuerillas 2020, Guadalajara. (Ref. 358)

3011 Tires and Inner Tubes

A rubber products manufacturer currently producing a limited number of sizes of solid rubber tires for industry and agriculture, battery boxes, and bakelite cabinets, seeks a U.S. license for the manufacture of tires. Write Cia Huleca Monterrey Pacífico, S. A., Framboyanes 121, Col. del Prado, Monterrey, N. L. (Ref. 160)

3069 Fabricated Rubber Products

A license or joint venture with a U.S. rubber products manufacturer

is sought by a Mexican producer of solid rubber tires and moulded brake linings. Write Artefactos de Hule Leal, Nevado de Toluca y Popocatepetl, Col. Los Urdiales, Monterrey. (Ref. 140)

3297 Refractories

Producer of refractory block desires to manufacture other refractory products under U.S. license. Write Refractorios Arxoniz, Mezquitan 1300, Guadalajara. (Ref. 360)

3315 Steel Nails & Spikes

Machinery and technical know-how for the production of horse shoe nails, on a joint venture basis, are sought by manufacturer of custom made machinery and horse shoes. Write Manufacturera Andromeda, Antigua Carretera a Roma, Km. 4, Monterrey, N. L. (Ref. 172)

3425 Hand Saws & Saw Blades

3545 Machine Tool Accessories

Producer of files and power hacksaw blades wants to manufacture similar U.S. products under license. Write Herramientas Industriales de Corte, S. A., 14 Oriente 3813, Puebla, Puebla. (Ref. 162)

3429 Hardware

Manufacturer of builders and furniture hardware, casters and rollers for sliding doors, seeks partnership with U.S. firm which is capable of providing up-to-date design and technical assistance in these fields. Write Productos Urmic, Calle Jesus 281, Guadalajara. (Ref. 357)

A distributor of aluminum, bronze, copper and iron building hardware seeks joint venture for the manufacture of aluminum windows, doors, and sashes. Write Jose Luis Guzman, Matamoros 414 Poniente, Monterrey, N. L. (Ref. 149)

3429 Auto Hardware

3694 Lighters

3714 Wipers

U.S. license for the manufacture of storage battery separators, windshield wiper components, cigarette lighters and automotive hardware is sought by Mexican entrepreneur. Write Ernesto Elizaga R.G., Perote 1, Col. La Paz, Puebla, Pue. (Ref. 95)

3442 Metal Sash, Frames, Trim

Manufacturer of steel windows wants to manufacture aluminum windows on a joint venture basis. Write Ventamex, S. A., Calle Maple No. 80, Mexico 4, D. F. (Ref. 79)

3442 Metal Sash, Frames, Trim

3988 Morticians' Goods

U.S. capital and know-how are required for expansion of operations by manufacturer of metal products, including window and door frames, profiles, and metal burial caskets. Write Puertas y Ventanas Metálicas, Apartado Postal 605, Ave. Encinas y Via Ferrocarril a Matamoros, Monterrey, N. L. (Ref. 338)

3522 Farm Machinery & Equipment

U.S. equity capital amounting to 50% is being sought for expansion purposes by manufacturer of low cost tractors especially designed for the Mexican and Latin American markets. Write Equipos para Ferrocarril, S. A., P. O. Box 2041, Av. de los Pinos No. 7 Zona Industrial de Zapopan, Jalisco. (Ref. 309)

A manufacturer of garden sprayers and rotary gear pumps proposes a joint venture with a U.S. firm manufacturing similar equipment for the purpose of expanding current operations. Write Manuel Arámbula de la Peña, Circunvalación Sta. Eduwiges 88, Guadalajara, Jalisco. (Ref. 271)

3531 Construction Machinery & Equipment

Firm manufacturing railway track maintenance supplies seeks joint venture or licensing arrangement for the manufacture of all types of railway equipment. Write Ing. Francisco Ayala, Dr. Michel 939, Guadalajara. (Ref. 354)

Welding and metal working shop seeks U.S. license for road rollers, concrete mixers, etc. Write Taller Raúl Torres, Washington Poniente 1964, Monterrey, Nuevo León. (Ref. 337)

3532 Mining Machinery & Equipment

U.S. license for the manufacture of mining and/or cement equipment is sought by Mexican foundry and machinery shop producing heavy machinery and components for mines and cement mills. Write Fundicion de Fierro de Guanajuato, S. A., Salgado No. 5, Guanajuato, Gto. (Ref. 280)

3551 Food Products Machinery

An exporter of limes seeks a U.S. partner who is interested in establishing a joint venture for the preparation of lime juices, essential oils, etc. Write Asociación General de Agricultores del Estado de Colima, Medellín No. 80, Tecolán, Colima. (Ref. 328)

A large manufacturer of cookies with markets throughout Latin America is interested in a joint venture operation with a U.S. manufacturer who is qualified to provide packaging and technical assistance in this field. Write Productos de Trigo, Calle Quetzal 16-B, Col. Morelos, Guadalajara. (Ref. 312)

3561 Pumps & Pumping Equipment

A manufacturer of a complete line of standard centrifugal pumps and self-priming pumps, wants to manufacture under license or enter into a

joint venture with an American firm producing 20 kw. generating plants or small engine driven concrete construction tools such as vibrators, screens or trowels. Write Industrias Ocelco de Mexico, S.A., Apartado Postal 464, M.M. Contreras 302 Ote., Col. del Norte, Monterrey. (Ref. 177)

3585 Refrigerating Machines

Manufacturer and distributor of commercial refrigeration equipment wishes to manufacture under license, on a joint venture basis, refrigerated show cases, ice cream cabinets, bottle coolers, etc. Write Maquinaria y Equipo para Refrigeracion, S. A., Pedro Loaza No. 194, Guadalajara, Jalisco. (Ref. 311)

A small firm which specializes in the assembly of refrigeration, heating and ventilation equipment imported from the U.S. desires a joint venture for the manufacture of dryers, diffusers, condensers, controls, valves, coolers, automobile air conditioners, truck refrigeration equipment, receiving tanks, etc. Write Fri-Cal-Ven, S. A., Apartado Postal 1600, Pino Suarez Nte. 620, Monterrey. (Ref. 182)

Manufacturer and installer of commercial air conditioning equipment seeks joint venture for the manufacture of complete air conditioning units with

3585 Refrigerating Machines (Continued)

compressors. U.S. firm should be capable of offering technical assistance, research, and substantial capital. Write Instalaciones Técnicas Especializadas, S. A., Bahía de Chachalacas No. 42, Mexico 17, D. F. (Ref. 279)

Manufacturer of commercial and domestic refrigeration equipment seeks joint venture or licensing arrangement with U.S. manufacturer of similar equipment. Write Super Refrigeracion, S. A., Isabel la Católica No. 50, Mexico 1, D. F. (Ref. 129)

Firm seeks a licensing agreement to manufacture air conditioning equipment for automobiles and buses. Write Cli Martz, S. A., Florencia 72 Col. Juárez, Mexico, D. F. (Ref. 99)

A manufacturer of commercial and industrial air conditioning seeks a license or joint venture agreement to manufacture similar equipment and components of U. S. design. Write Ventilacion Mecanica, S. A., Av. del Taller 453, Col. Jardín Balbuena, Mexico, D. F. (Ref. 110)

3589 Service Industry Machines

Swimming pool construction firm is interested in a U.S. license or joint venture for the manufacture locally of small-size water treatment equipment. Write Técnica Rotregó, S.R.L., Hidalgo 1105 Pte., Apartado Postal 764, Monterrey. (Ref. 155)

3599 Machinery and Parts

Company desires joint venture in manufacturing spare parts for the automobile industry such as timing chains, ball joints, carburetors and tie rod ends. Write Relesa, Lisboa No. 48-B, Col. Juárez, Mexico, D. F. (Ref. 78)

3612 Power Distribution

Company seeks joint venture with manufacturer of transformers, voltage regulators and high tension circuit breakers. Write Técnica "D.H.", S. A., Azores No. 810, Mexico 13, D. F. (Ref. 109)

3639 Household Appliances NEC

Manufacturer is interested in a licensing agreement or joint venture in the manufacture and sale of water heaters and boilers and components such as valves, regulators, controls, thermostats, etc. Contact Industrial Procyon, S.A., Ave. Chapultepec 151-12, Mexico 6, D. F. (Ref. 126)

3639 Household Appliances NEC (Continued)

Manufacturer of water heaters, ventilation equipment, dryers, etc., seeks joint venture with U.S. firm producing similar products. Write Manufacturas Especializadas, S. A., Degollado No. 275, Guadalajara. (Ref. 272)

3662 Radio and Television

A U.S. license is sought for the manufacture of electrical components such as metal towers for radio communications industry, radio and TV antennas for home and automobile, etc., by company presently producing consumer and industrial light metal products. Write Especialium, S. A., Lago Ginebra No. 82, Mexico 17, D. F. (Ref. 277)

3732 Boat Building and Repairing

Builder of fiberglass boats seeks U.S. partner with know-how to expand current operations to include craft larger than the 16-foot type he now manufactures. Would also be interested in manufacturing other fiberglass products such as automobile bodies, and toys. Write Equipos Marinos y de Pesca, P. Sánchez 416, Guadalajara. (Ref. 344)

3843 Dental Equipment and Supplies

Manufacturer and importer of mounted grinding stones, crucibles, wax and other dental laboratory supplies seeks a U.S. partner with technical know-how for the production of high quality grinding stones. Write Industria Dental Americana, L. Cotilla 563, Guadalajara. (Ref. 365)

3851 Ophthalmic Goods

Wholesaler of eyeglasses is interested in a joint venture or license to manufacture plastic frames for eyeglasses and rough optical lenses and glass. Write Opticas Devlyn, S. A., Hotel Regis, Ciudad, Juárez, Chih. (Ref. 293)

3861 Photographic Equipment and Supplies

Manufacturer of studio cameras, professional enlargers and contact

printers wishes to produce 33 mm. slide projectors for home use under U.S. license. Write Espino Barros e Hijos, S. A., Allende 842 Oriente, Monterrey, N. L. (Ref. 148)

3943 Toys

U.S. equity participation amounting to 40% is sought by manufacturer of toys, tricycles, and bicycles. Write Productos Continentales, S. A., Sendero Ejido 349 Oriente, Monterrey, Nuevo Leon. (Ref. 188)

5097 Furniture

A firm manufacturing hospital and office furniture seeks a licensing agreement with producers of similar U.S. equipment. New and unique designs and improvement of techniques are desired. Write Iga, S. A. Dr. R. Michel 425, Guadalajara, Jalisco. (Ref. 283)

6515 Lessors of Agricultural Properties

Owners of 1.73 million acres of farm land seek U.S. capital and know-how for its exploitation. The land is reportedly ideal for grain winter crops, and cattle raising. Write Cia Comercial Mexicana, Atenas No. 1, Mexico, D. F. (Ref. 170)

6551 Subdivision and Developers

U.S. partner sought by owner and builder who has title to land and property in the city of Guadalajara which he wishes to develop. Write Carlos Ocegura G., Edificio Favier, Despacho 417, Guadalajara. (Ref. 347)

Land development construction and selling organization seeks permanent association with an American firm experienced in real estate, investments or with technical know-how on mass housing construction. Write Invermex, S. A., Calle Luis Moya No. 5, Guadalajara. (Ref. 308)

6561 Operation Builders

Owner of 1,350 plots of land seeks U.S. capital and know-how for its development as a low-cost housing project. Write Elias Rodriguez Farias, Bravo 436 Sur, Monterrey, N. L. (Ref. 248)

Construction company is seeking U.S. capital for the construction of low cost housing on a joint venture in the Guadalajara area. Write Constructora Popular, S. A., Avenida 16 de Septiembre 650, Guadalajara. (Ref. 244)

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